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Prepared By: Urban Design Associates

Prepared For: Norfolk Redevelopment and Housing Authority

Date of Preparation: June 1995

Status (as of January 2012): No action taken by City Council to adopt this plan. Some plan actions reaffirmed by City Council in 2009.

Civic League(s)/Organization(s) Affected: Willoughby, Ocean View, Greater Pinewell, Cottage Line, Bayview, East Ocean View, East Beach

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OCEAN VIEW
2010
HANDBOOK FOR PLANNING

Prepared for
Norfolk Redevelopment & Housing Authority
by
UDA Architects

June 15, 1995

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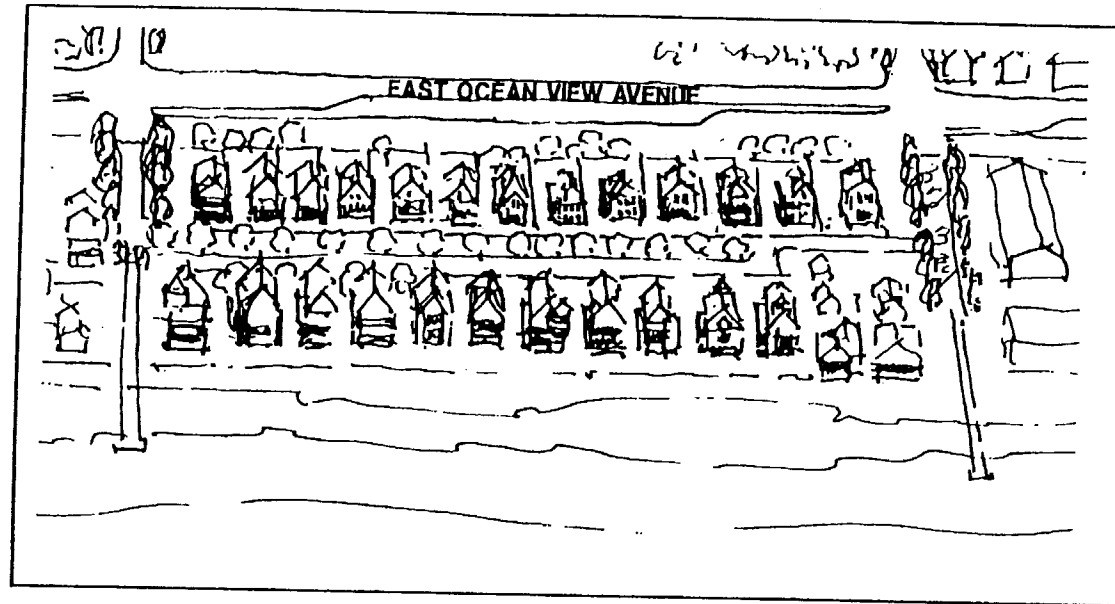


Introduction: The Plan as a Handbook

The purpose of this plan is to provide a framework for Ocean View improvements to enable the City of Norfolk and the residents of the Ocean View neighborhoods to coordinate public and private development efforts over the course of the next fifteen years.

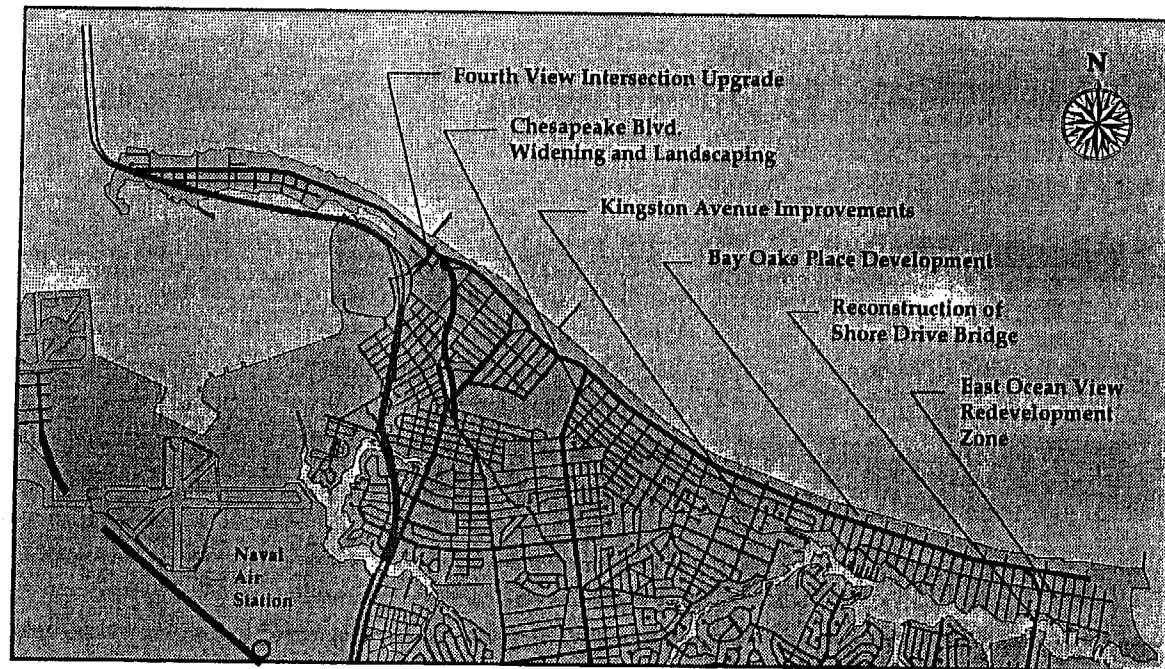
It is not a *fixed* master plan in the traditional sense, with a series of site specific projects ready for implementation. It is, rather, a *Handbook* of ideas, concepts, and principles, which can be applied when funding becomes available or development interests undertake initiatives.

The need for such a plan became clear when the inventory of past and current efforts were reviewed. There is also increased interest on the part of homeowners and developers in continuing to renovate and rebuild Ocean View. If all of the individual initiatives could be coordinated into a unified effort, the positive impact of these initiatives would be maximized.



Bay Oaks Place

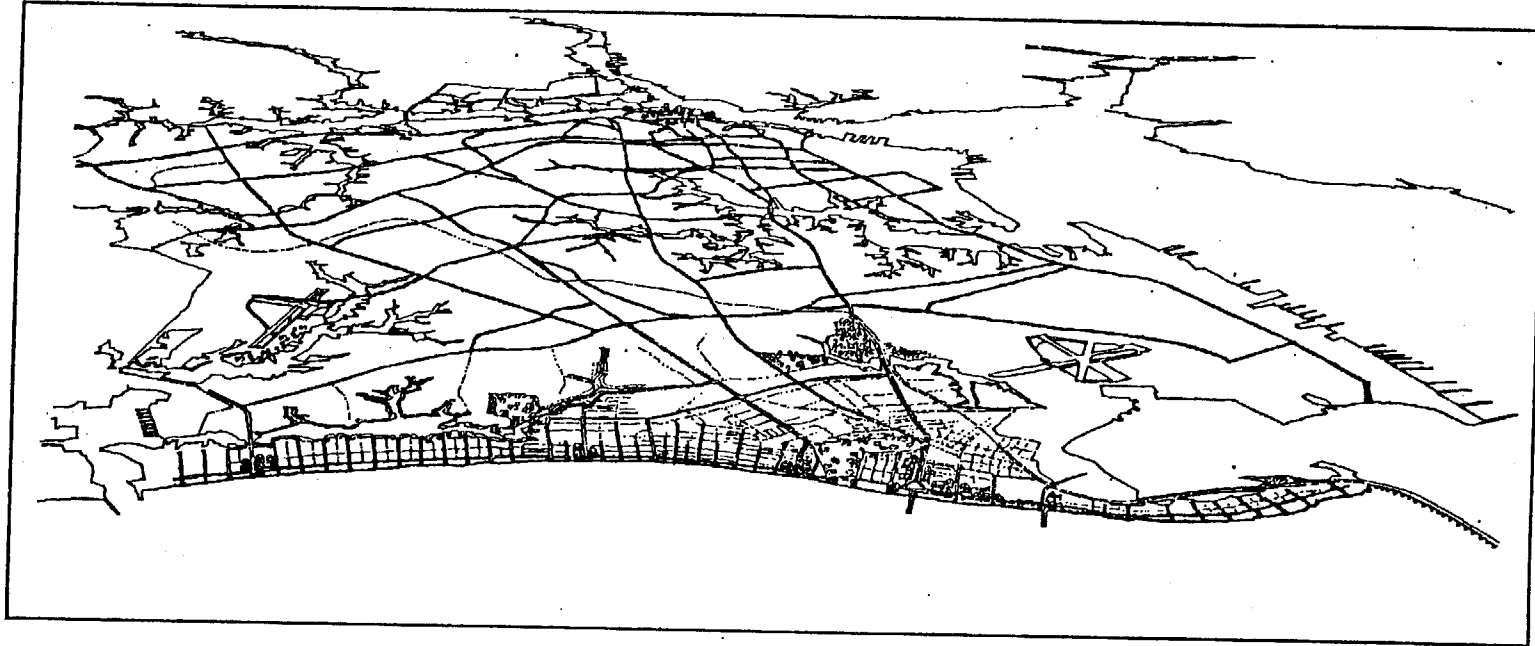
- In 1993, the Bay Oaks Place development at Third Bay was initiated as the first step in a series of residential developments in East Ocean View. The initial phase included four lots facing the water and six lots facing Ocean View Avenue, all serviced from a new lane. The current phase has added ten more lots which will be developed privately, but designed to conform with the Bay Oaks Design Guidelines.



In addition, many individual restoration and construction efforts are underway throughout the Ocean View community. At the neighborhood scale, a number of programs to facilitate residential rehabilitation and upgrades are in place.

I

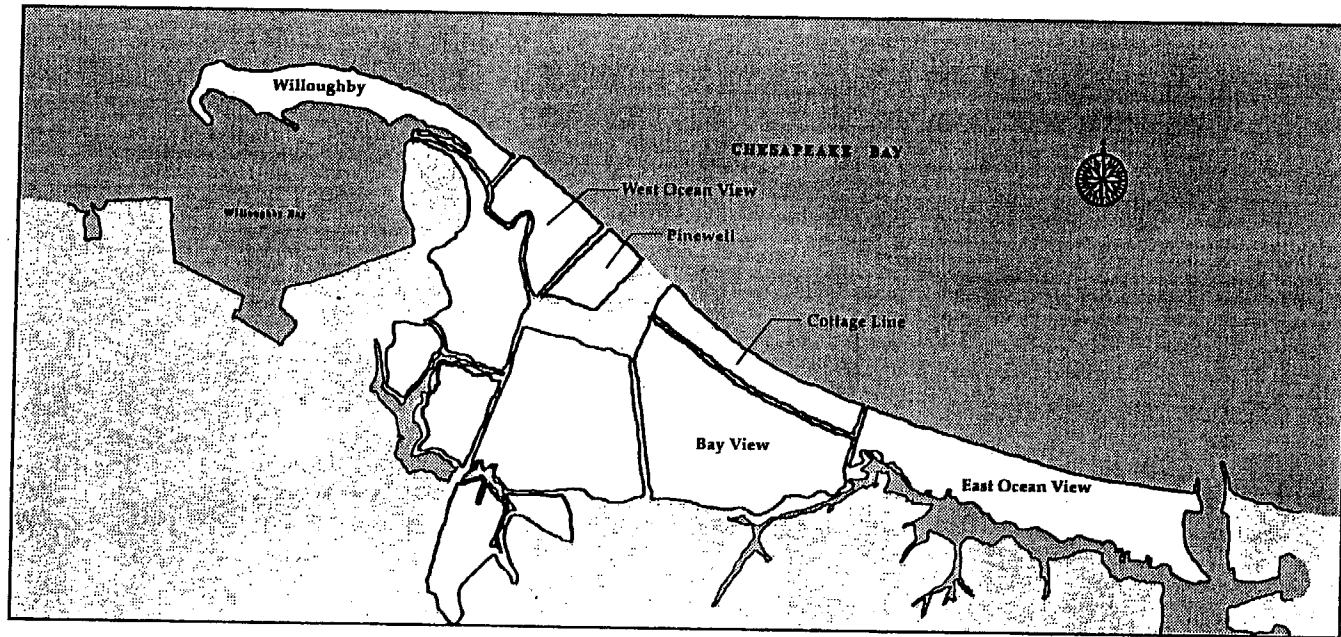
A GENERAL PLAN & VISION



Norfolk's Front Door to the Bay

In this aerial view seen from the north, the long coast line of Ocean View is an impressive front door for the City of Norfolk on the Chesapeake Bay. Its curving form provides beach views to the northeast, past the Peninsula to the Eastern Shore and beyond.

A GENERAL PLAN & VISION

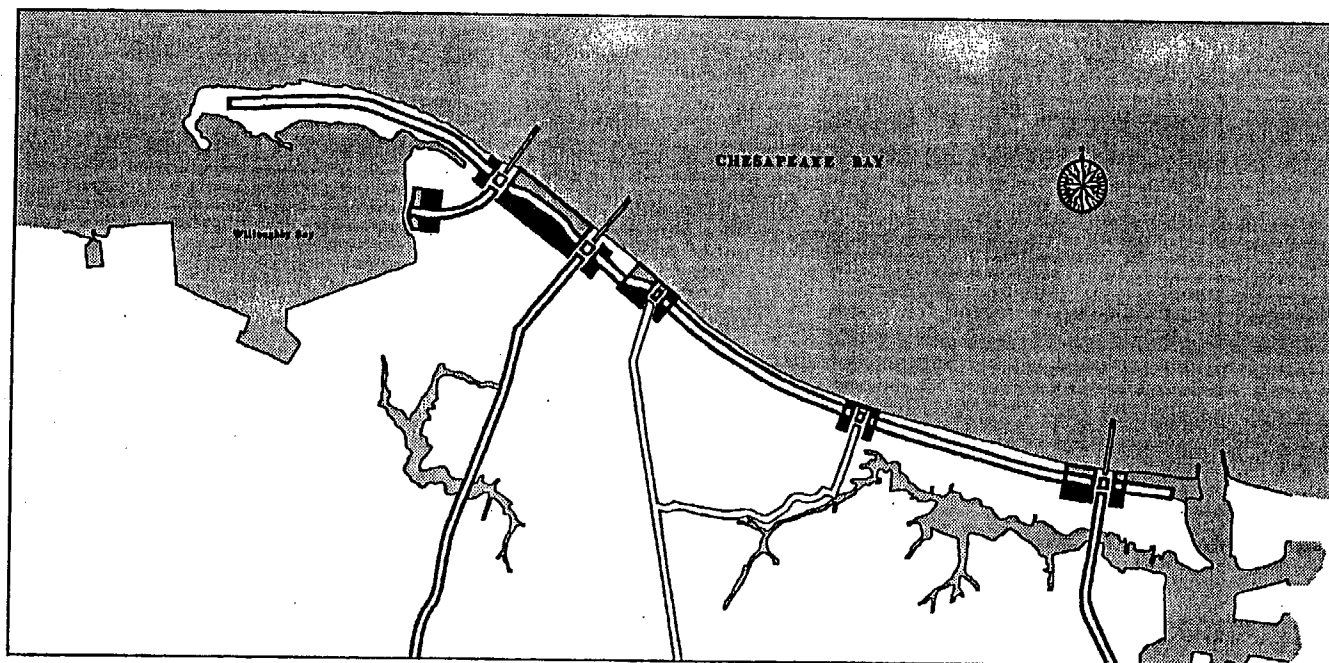


Ocean View Neighborhoods

Along the 7-1/2 miles of bay frontage, there are a series of different neighborhoods, each with its own character, assets, problems, and opportunities. These neighborhoods include:

- Willoughby
- West Ocean View
- Pinewell
- Cottage Line
- Bay View
- East Ocean View

A GENERAL PLAN & VISION



Ocean View Gateways

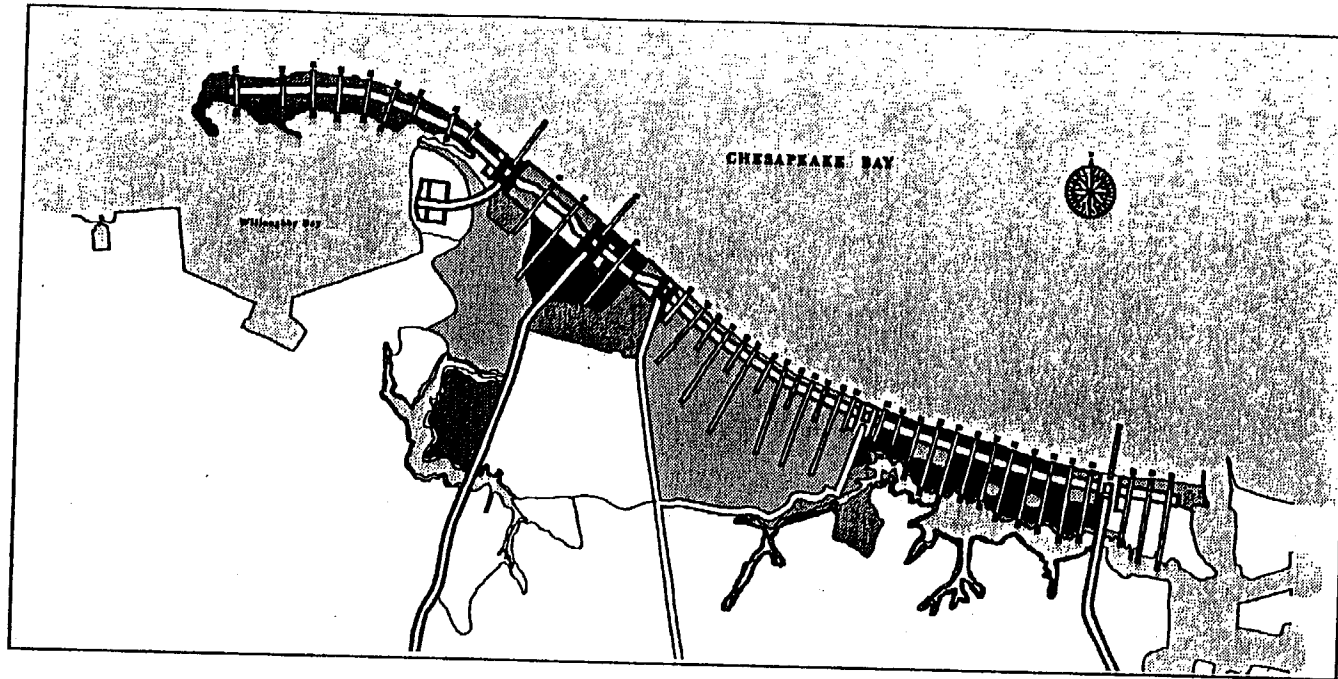
Because of the pattern of tidal inlets and the configuration of neighborhood streets, Ocean View has only a few main road connections to the rest of the City. These links, therefore, have the potential to become important elements in creating a clear urban

form for Ocean View. Community and commercial uses tend to be located near the intersections of these roads and Ocean View Avenue.

We suggest that these key intersections be conceived of as *gateway centers* with the commercial, civic, and

cultural activities of Ocean View concentrated near them. Where possible, these gateways should provide open views to the bay on the north side of the intersections and Ocean View Avenue, "putting the view back in Ocean View."

A GENERAL PLAN & VISION



Framework and Districts

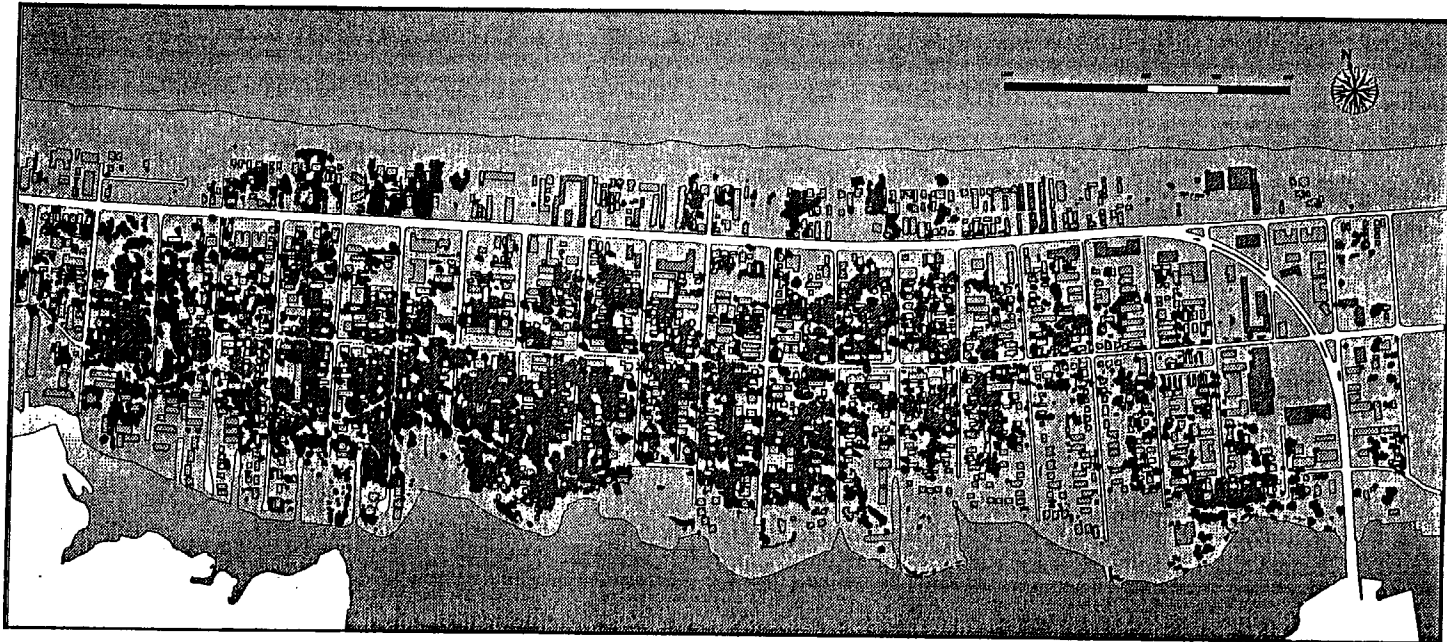
The pattern of gateways suggests a zoning policy in which commercial and public uses would all be concentrated at the gateways. The areas between could then become primarily residential. The neighborhoods, particularly with a beautified Ocean View Avenue, would extend to the beach front.

The framework of open space provides a means of organizing development patterns and providing amenities for the neighborhoods which link them together and to the water.

Within this framework, the districts indicated on the plan would be better served and connected.






II

EAST OCEAN VIEW



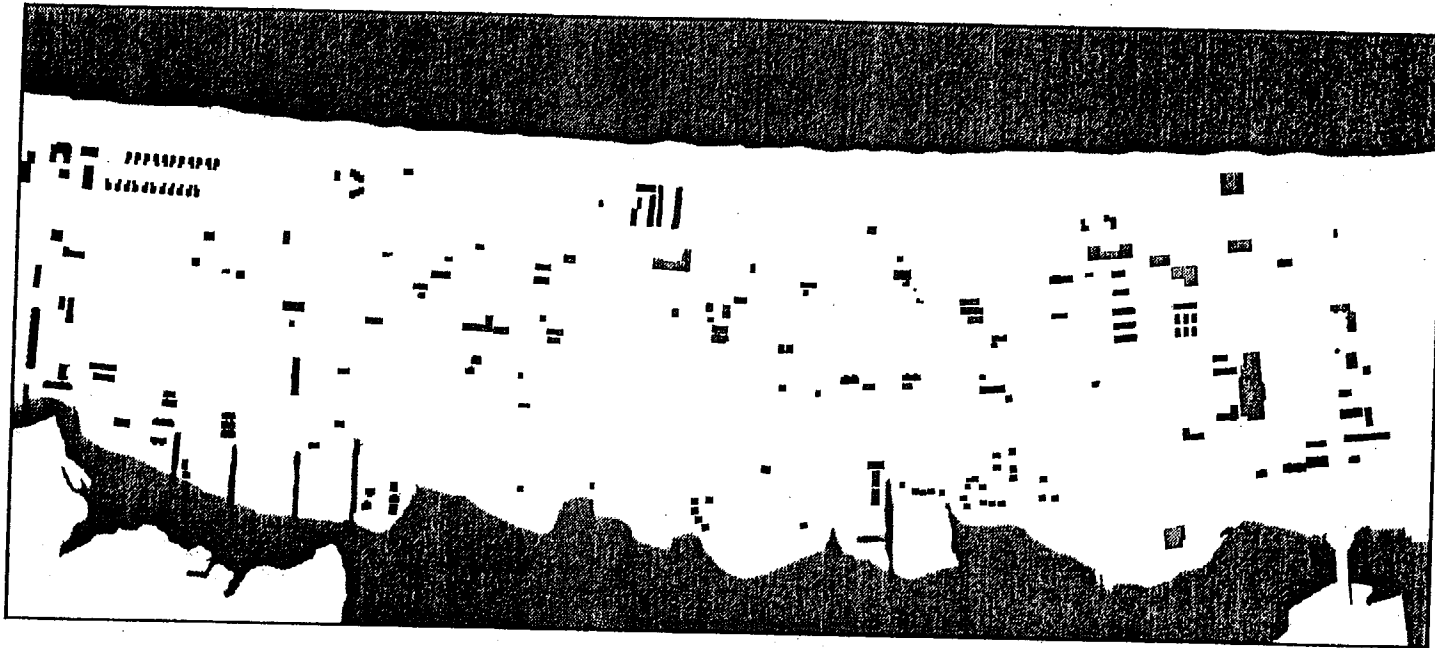
Existing Conditions

The drawing summarizes existing conditions. It indicates the following elements by tone:

- | | |
|---|-----------------------|
|  | Residential Buildings |
|  | Commercial Buildings |
|  | Institutions |
|  | Trees |
|  | Roads |

On the following pages each of these elements will be discussed separately.

EAST OCEAN VIEW



Buildings Since 1974

Nearly all of the buildings built since 1974 are either apartment buildings, motels, or commercial buildings. Only a few new single family houses were built. The apartments were constructed during a period of inappropriate zoning regulations which permitted too much building coverage. Many speculators developed and maintained properties characterized by low construction standards and weak property management. As a result, it is these relatively new structures which are the blighting influences that compromise the ability of homeowners to stabilize their community.

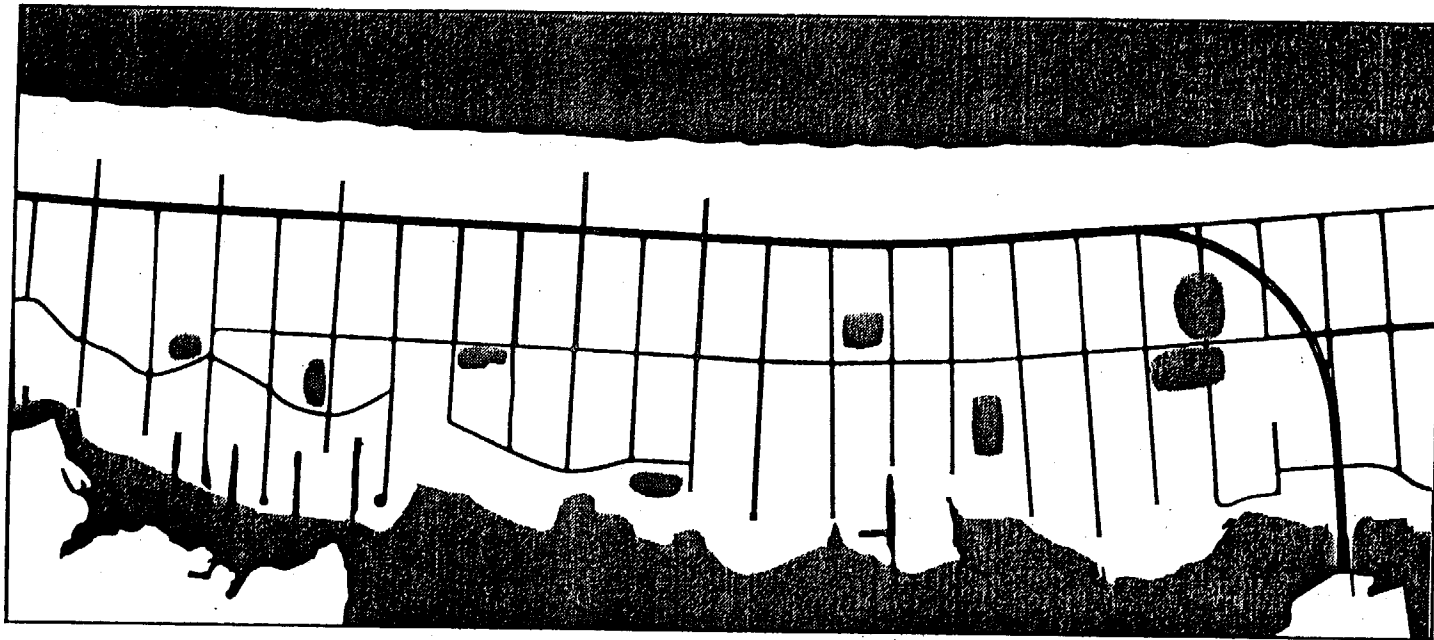
EAST OCEAN VIEW



Tree Coverage

The large stands of existing trees are one of East Ocean View's greatest assets. It is more difficult for trees to survive close to the Bay, so the most dense concentrations are found south of Ocean View Avenue. They consist of Live Oaks and Loblolly Pines. All efforts should be made to preserve as many of these mature trees as possible.

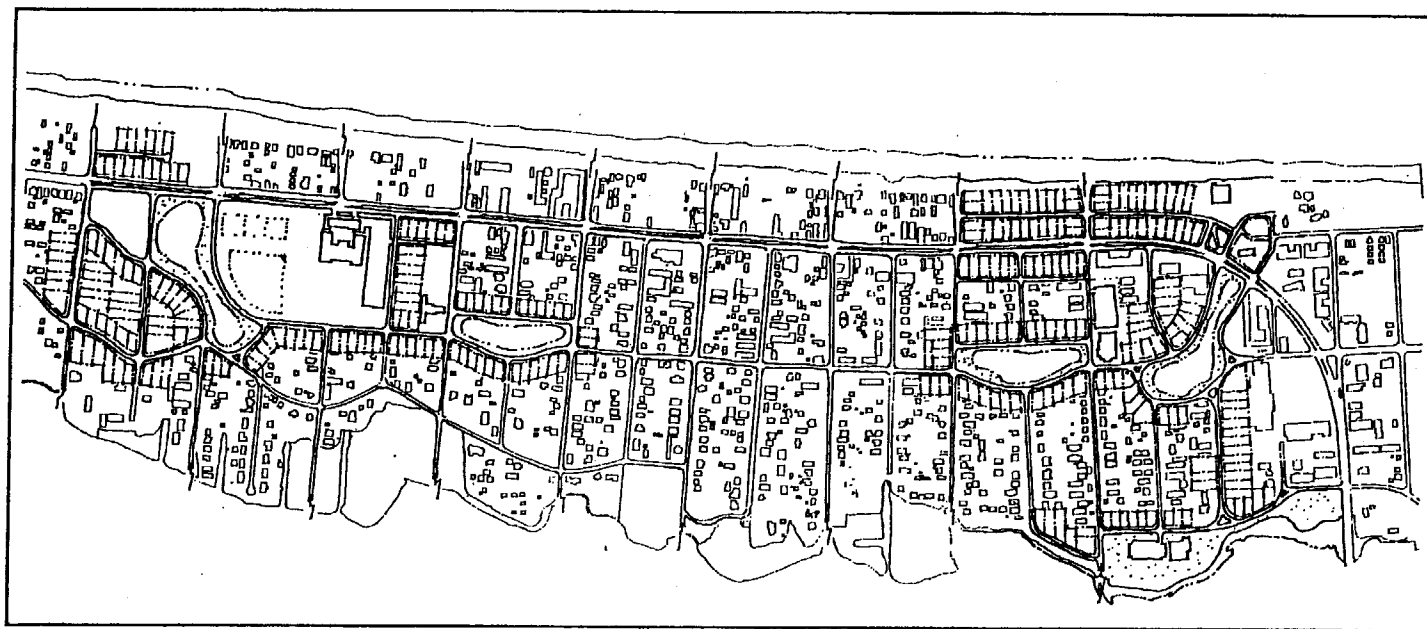
EAST OCEAN VIEW



Hydraulics

There are storm water flooding problems in East Ocean View. A civil engineering firm hired by the NRHA to determine the causes has identified the need for a series of storm drainage improvements. One option suggested is the addition of a series of storm water retention ponds. In addition to improving drainage, these ponds would filter pollutants and improve the physical environment.

EAST OCEAN VIEW



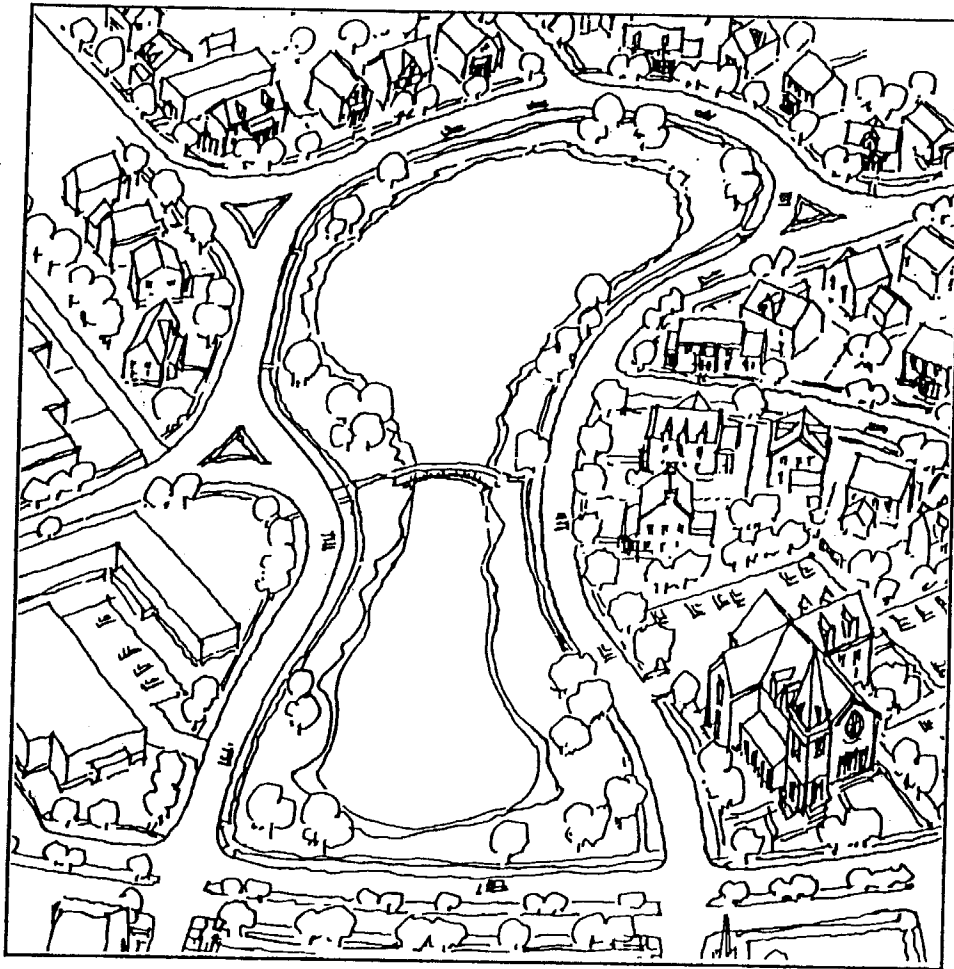
Menu of Possible Initiatives

This framework can be created over time with a series of initiatives:

- 20th-21st Bay Streets Pond Redevelopment Project
- 17th-18th Bay Streets Pond Redevelopment Project
- Bay Oaks Place 2
- Gateway Park
- East Ocean View Avenue Improvements
- 9th-11th Bay Streets Pond Redevelopment Project
- 3rd-5th Bay Streets Pond Redevelopment Project and School Site

The detailed designs for each of these initiatives will be developed at a future time. The designs presented here are intended to illustrate the principles which should be followed for such initiatives.

EAST OCEAN VIEW

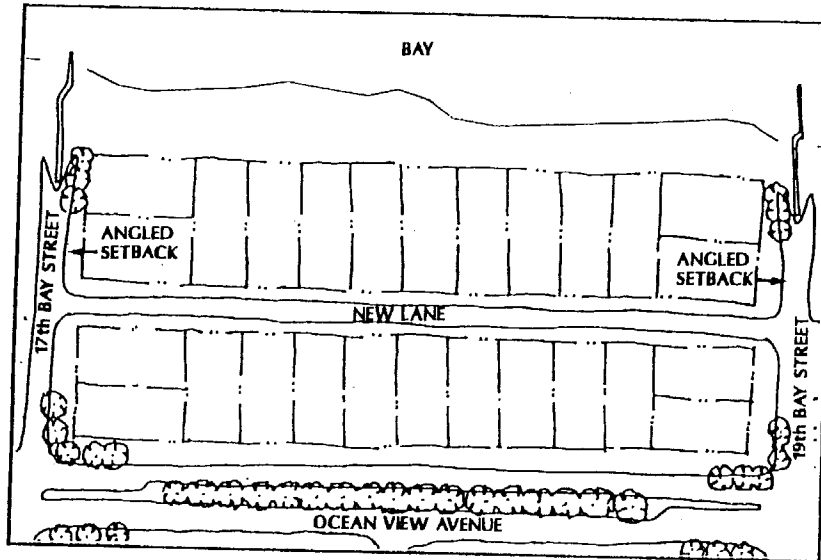


Aerial view of Pond Development Project looking southwest over Shore Drive

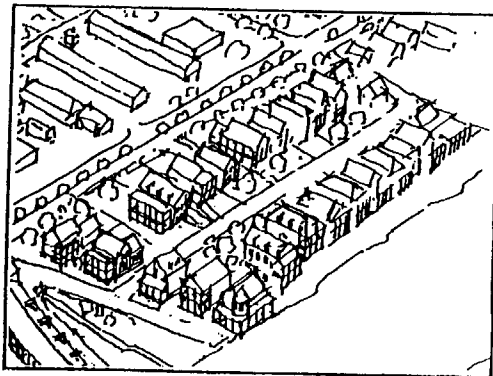
By connecting the heart of the neighborhood with Shore Drive, and by providing the focus for new and existing homes, this new park creates a much needed gateway into the community. The existing church at the corner of 21st Bay Street and Shore Drive is interested in expanding. The sketch plan indicates one form which it could take.

EAST OCEAN VIEW

Bay Oaks Place II



Proposed



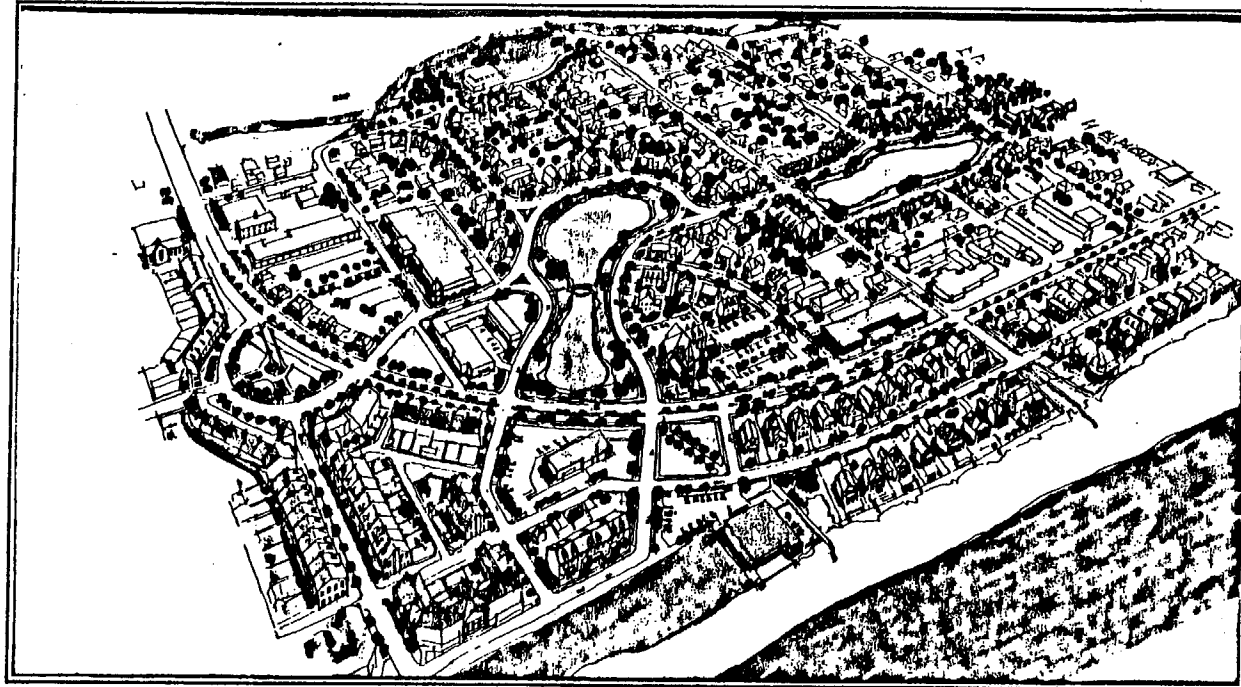
Aerial view looking west

The pattern established by Bay Oaks Place has been successful in providing attractive home sites and helping to upgrade the image of East Ocean View. The area north of Ocean View Avenue between 17th Bay and 19th Bay Streets has the potential for similar development. The idea would be to introduce an east west lane in the middle of the property to create two types of home sites: waterfront sites and Ocean View Avenue sites.

The drawing indicates an angled set-back line along the two streets leading to a beach access way. Properties would front on this space in order to create a kind of small scale park with the beach access way in the center.

EAST OCEAN VIEW

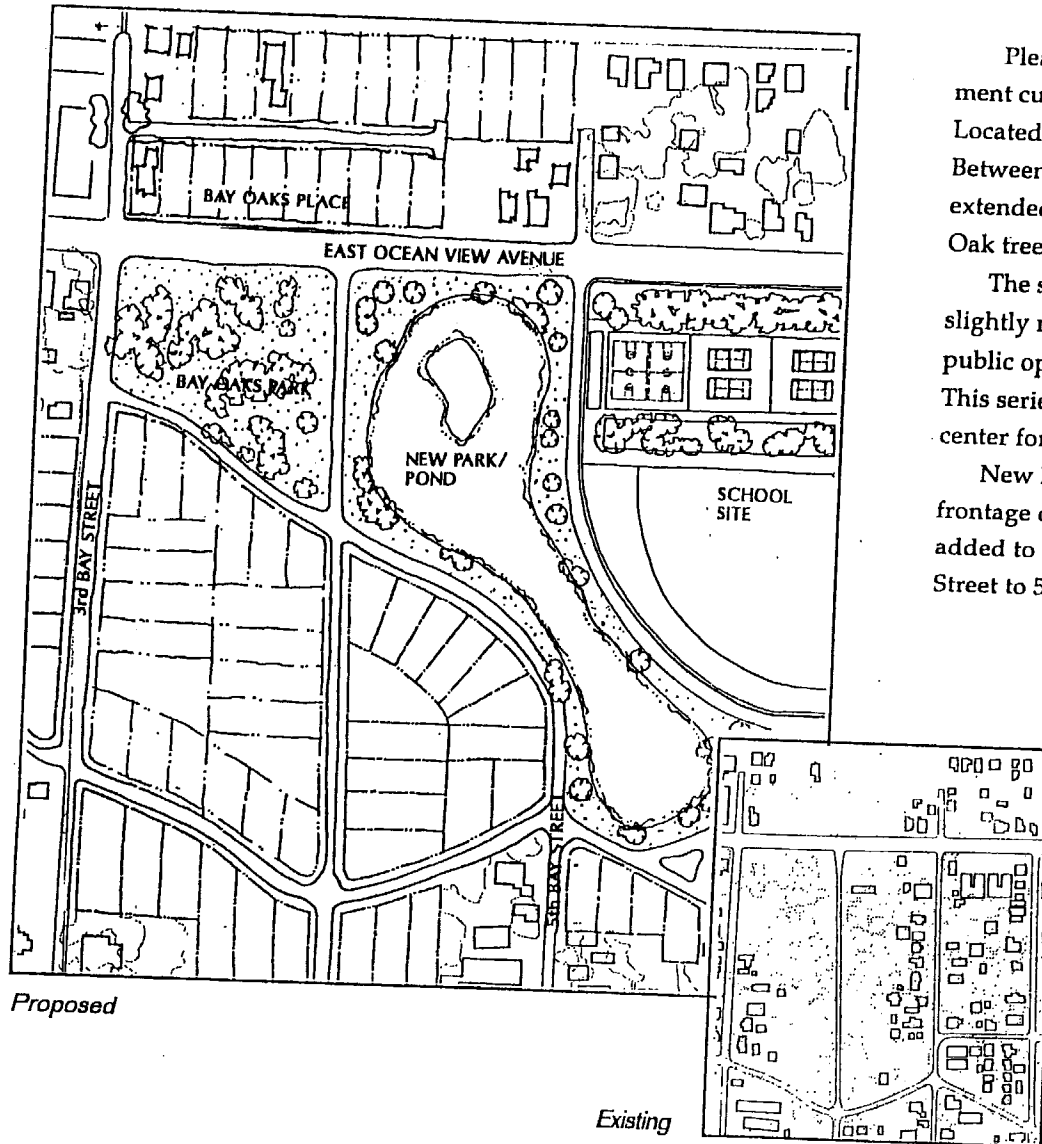
East Ocean View Avenue



The proposed widening of East Ocean View Avenue will include a median planting area and new streetscapes along both sides. The north side of the street should be developed as a park like setting, much the same way that the two Bay Oaks projects were conceived. The south side, however, can become residential frontage between the "gateways" if a lane is constructed to provide service and garage access. Houses should be set back a minimum of 30'-0" and low front yard picket fences should be provided.

EAST OCEAN VIEW

3rd to 5th Bay Streets Pond Project



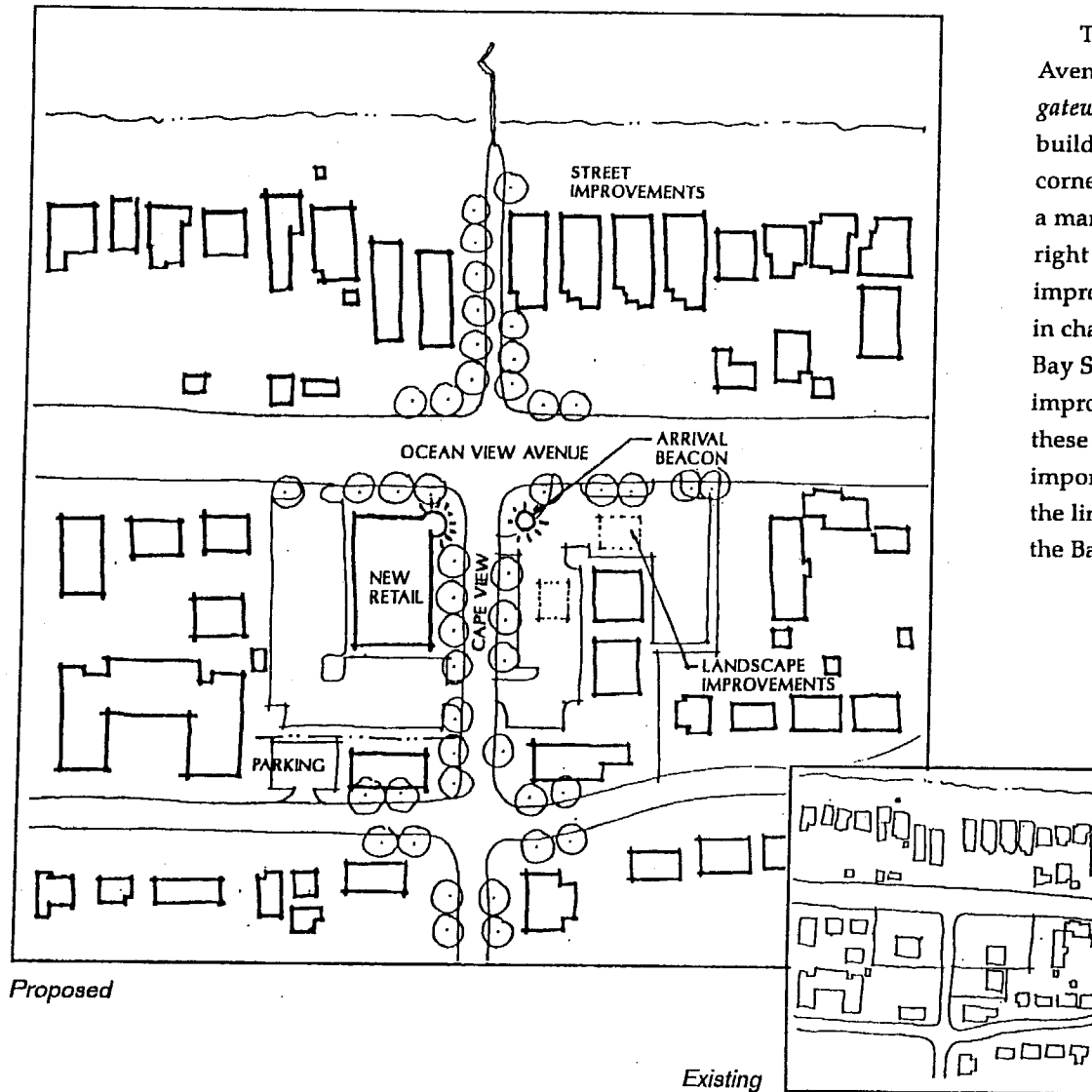
Pleasant Avenue is indicated with a new alignment curving north to East Ocean View Avenue. Located along the curve is the proposed pond park. Between 3rd Bay and 4th Bay Streets the park is extended to include a large number of existing Live Oak trees.

The school site from the 1989 Plan has been slightly modified to provide a continuous zone of public open space along East Ocean View Avenue. This series of public open spaces will create a new center for the western half of East Ocean View.

New house sites are indicated along the south frontage of this park. A new connector street has been added to extend Pretty Lake Avenue from 3rd Bay Street to 5th Bay Street.

COTTAGE LINE

Cape View

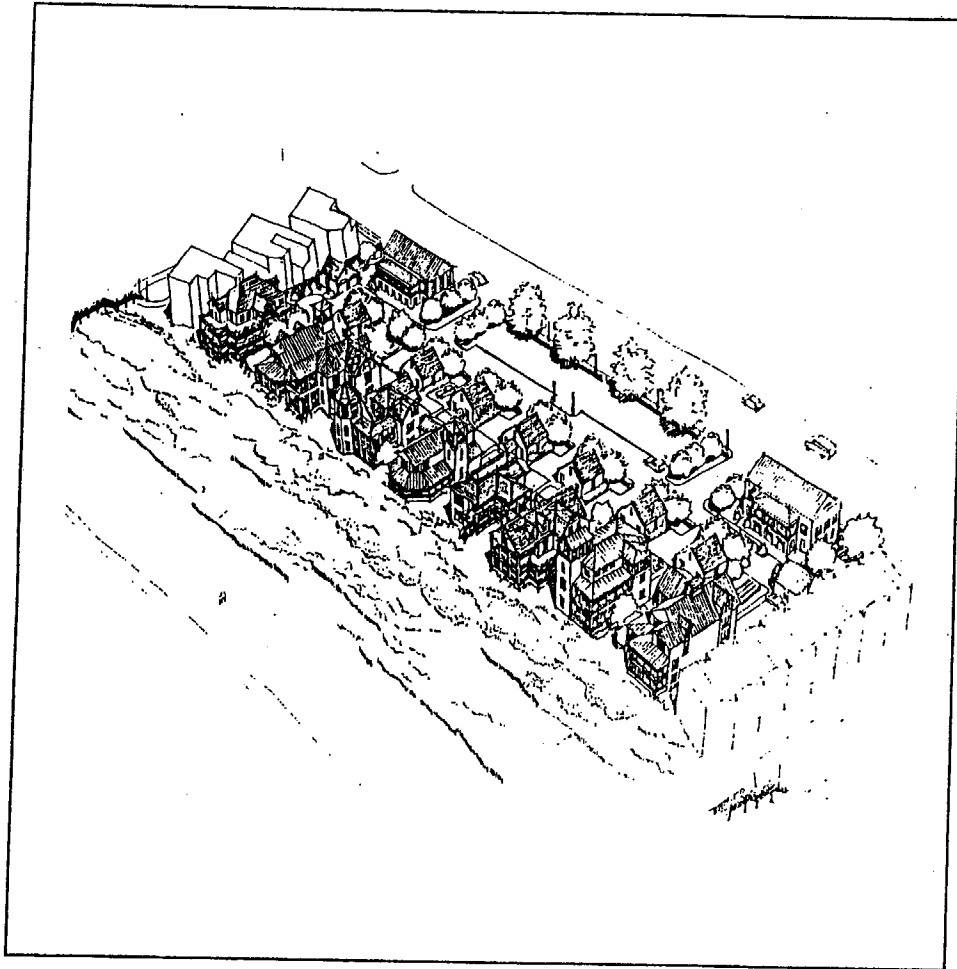


The Cape View/Ocean view Avenue intersection is another of the gateways to Ocean View. A new retail building is indicated at the southwest corner of the intersection to act as both a marker and anchor. The Cape View right of way is shown with street improvements which would be similar in character to the new portion of 3rd Bay Street. Along with landscape improvements around the gas station, these initiatives will help mark this important point while strengthening the link between the neighborhood and the Bay.

Ocean View 2010

COTTAGE LINE

Cottage Place

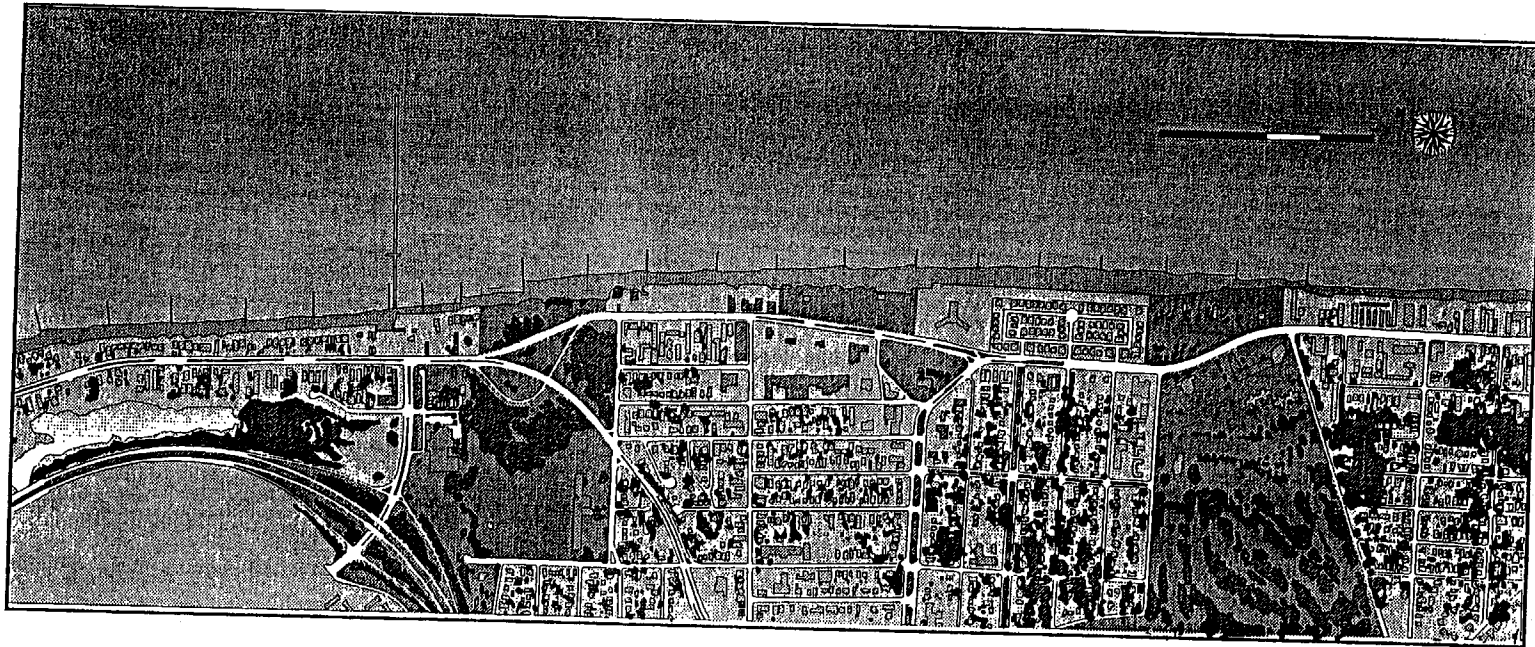


Aerial view

The aerial view shows how the two houses sited on Ocean view Avenue function to frame both the park and the address. It also shows how diverse architectural styles can be unified with large porches of similar design.







IV

DOWNTOWN OCEAN VIEW



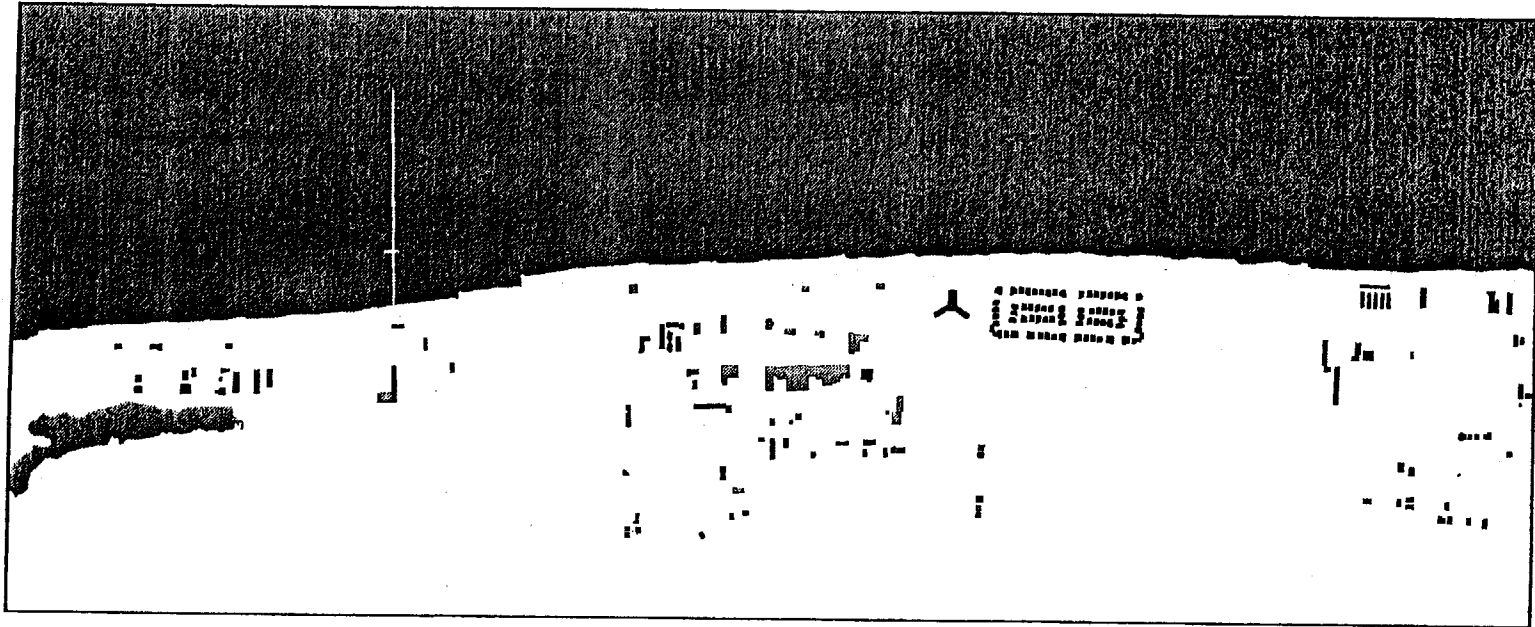
Existing Conditions

The drawing summarizes existing conditions. It indicates the following elements by tone:

	Residential Buildings		Open Space
	Commercial Buildings		Trees
	Institutions		Roads

On the following pages each of these elements will be discussed separately.

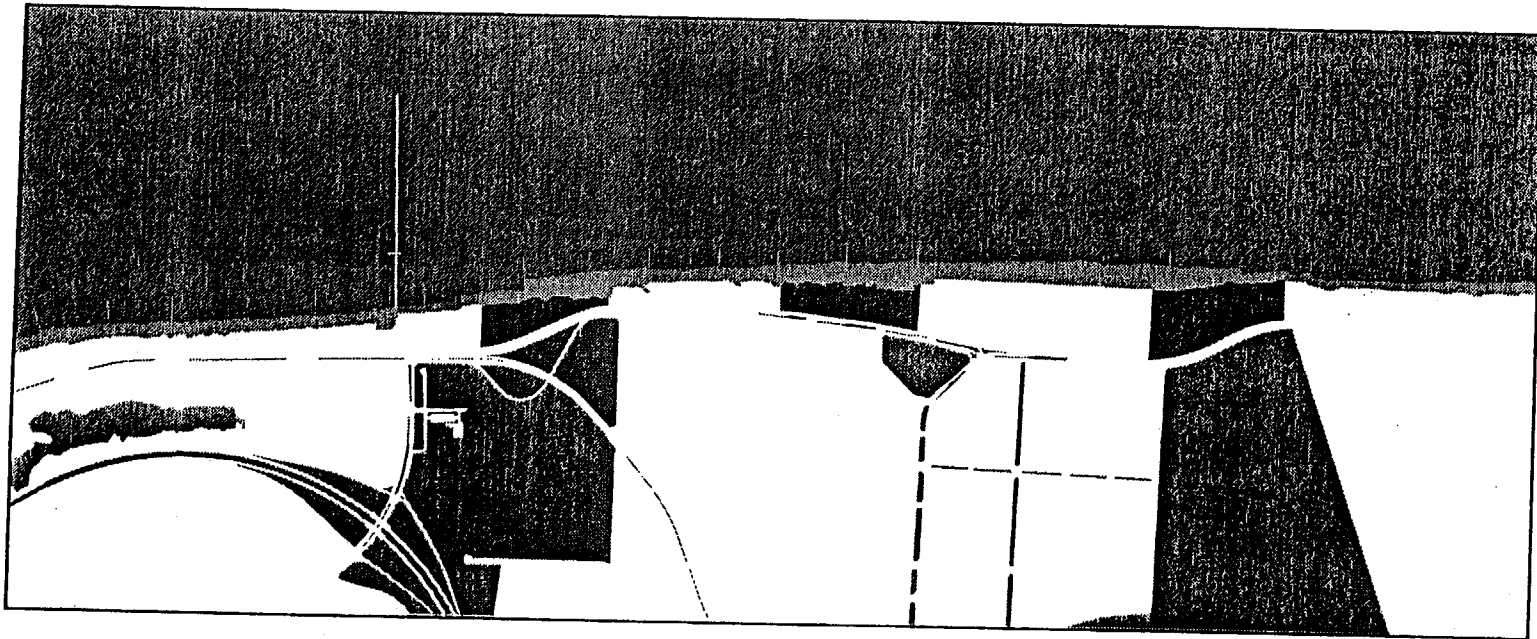
DOWNTOWN OCEAN VIEW



Buildings Since 1974

Nearly all of the buildings built since 1974 are apartment, motel, or commercial buildings. With the exception of the Pinewell-by-the-Bay development, very few single family houses have been built. As in East Ocean View, the newer apartments were constructed during a period of inappropriate zoning regulations which permitted too much building coverage. Many speculators developed and maintained properties characterized by low construction standards and weak property management. As a result, it is these relatively new structures which are the primary blighting influences that compromise the ability of homeowners to stabilize their community.

DOWNTOWN OCEAN VIEW

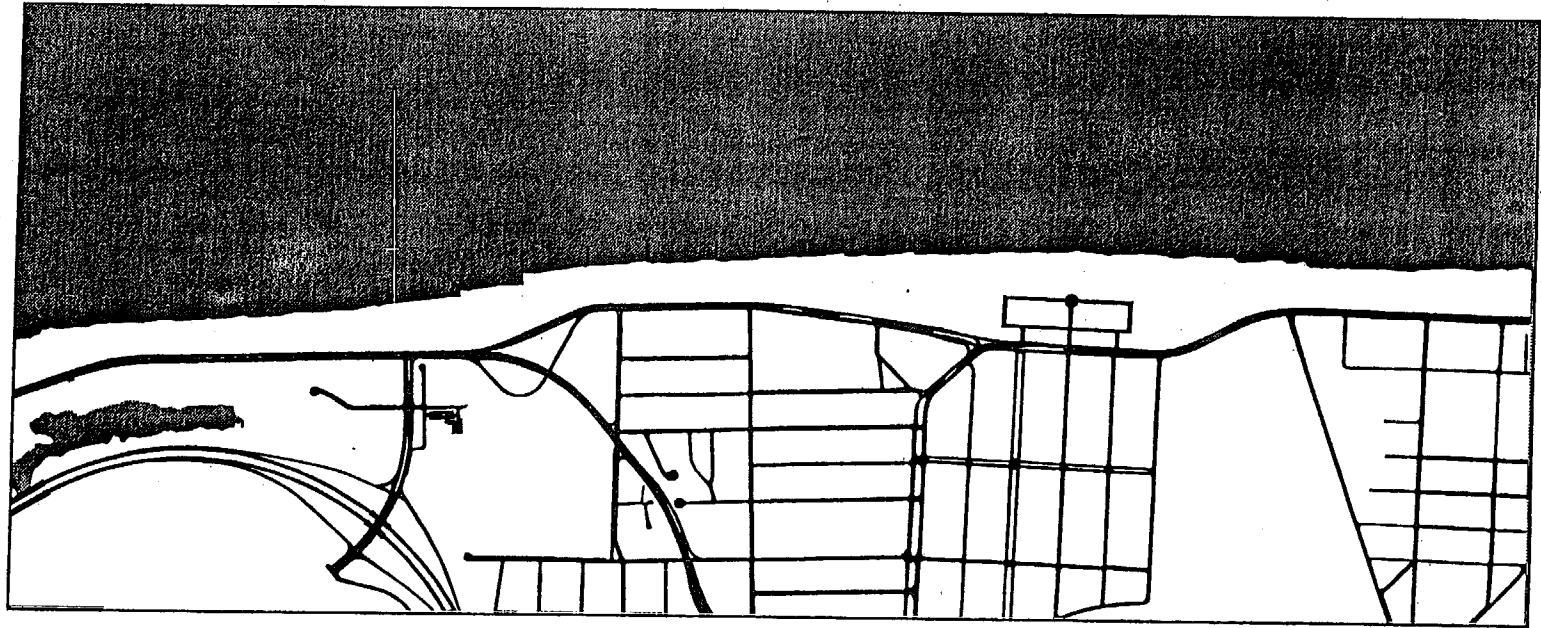


Open Space

Good neighborhoods have a variety of public open spaces for recreation and community uses. Downtown Ocean View has the beach and a number of public parks which include Sarah Constance Park, Ocean View Beach Park and Community Beach Park.

The pattern of open space is, however, fragmented. The perceived amount of open space is less than the actual acreage. If the public green spaces were less fragmented and more connected, this area could be one of the most beautiful in the country.

DOWNTOWN OCEAN VIEW



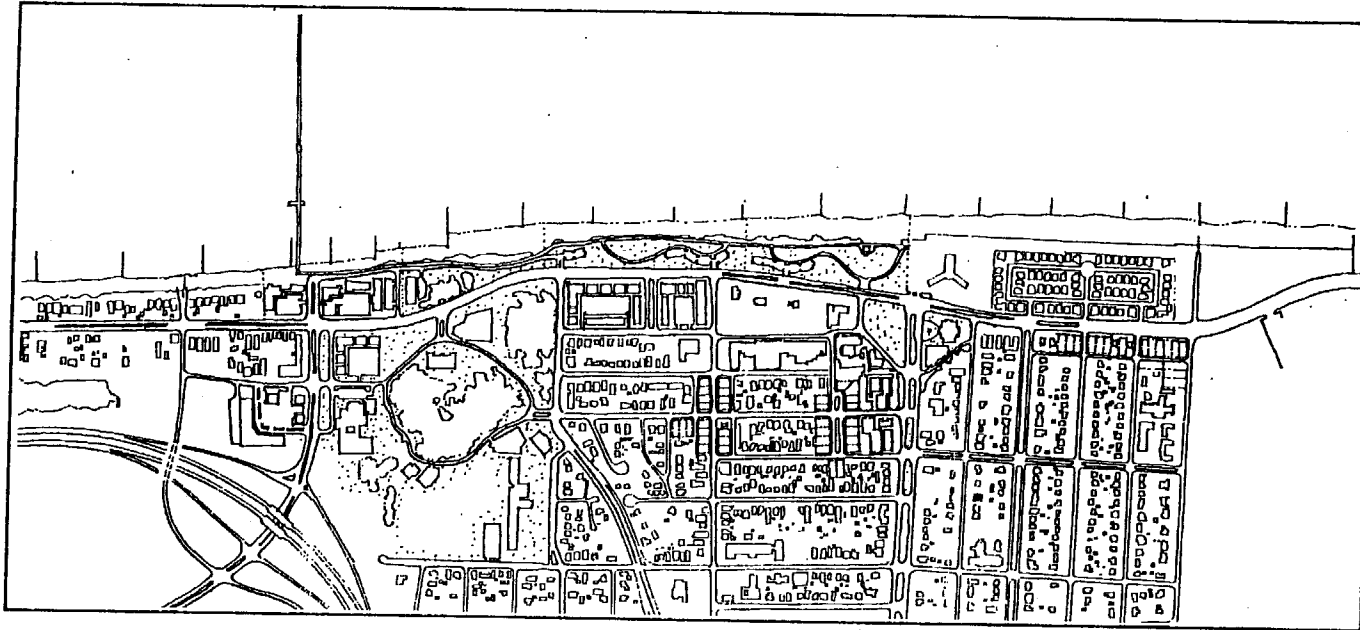
Street Pattern

Fourth View, Granby, and Chesapeake are the three major connecting roads to Ocean View Avenue. The Fourth View intersection is currently being improved, but there remains an issue over the congestion that occurs when the Bridge Tunnel backs up. Access to Willoughby is limited by the Fourth View intersection traffic and when the tunnel backs up it can become impossible for residents and emergency vehicles to enter or leave Willoughby.

The present intersection of Granby and Ocean View Avenue was designed to facilitate through traffic, but does not serve the retail area particularly well. It orients traffic away from the shopping center and toward the Eastern residential areas instead of the Western commercial uses.

Tidewater Drive is a major road in its physical construction but carries a low volume of traffic.

DOWNTOWN OCEAN VIEW



Menu of Possible Initiatives

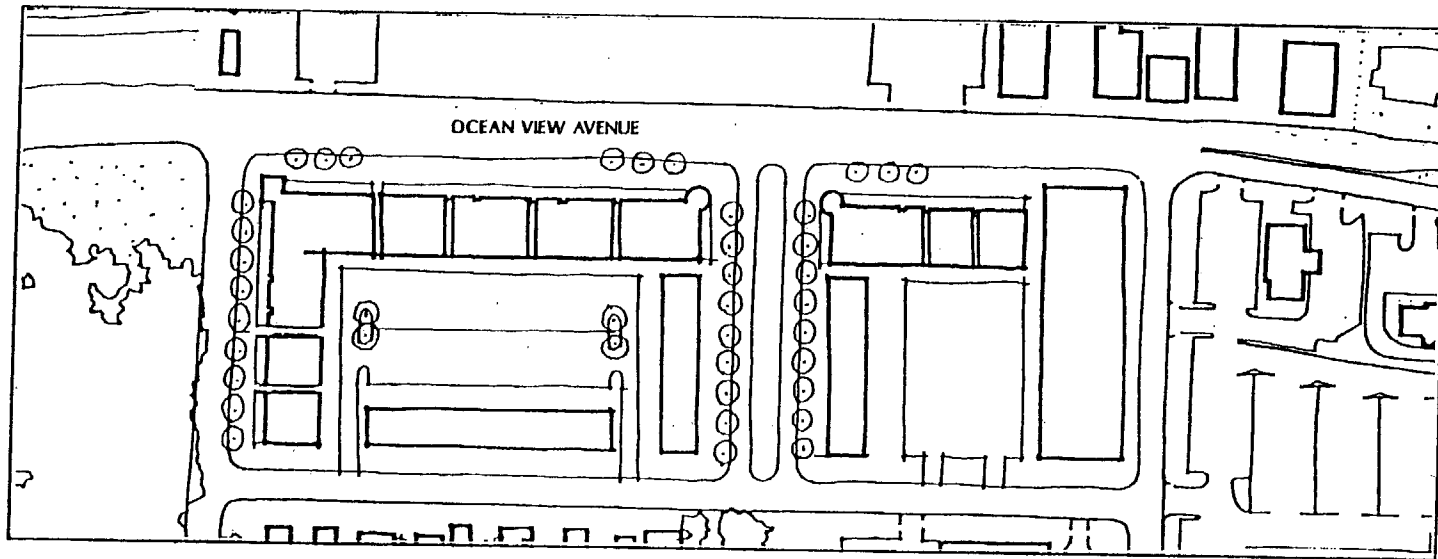
This framework can be created over time with a series of possibilities:

- First View to Masons Creek
- Granby Street intersection
- Pinewell and Community Beach Park
- Sarah Constance Park
- Federal Reserve Property
- Fourth View Retail

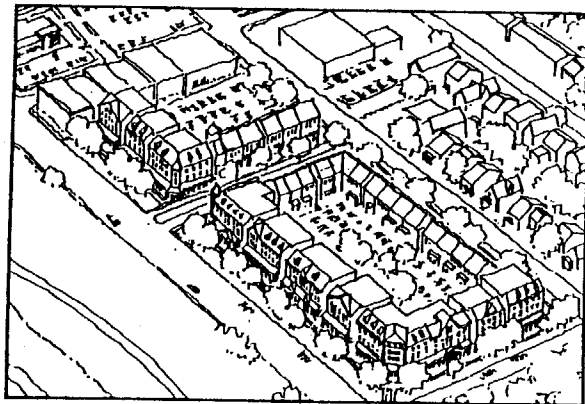
The actual design for each of these initiatives will be developed at a later time. The illustrations presented here are intended to establish the principles which should be followed.

DOWNTOWN OCEAN VIEW

First View to Mason Creek



Proposed

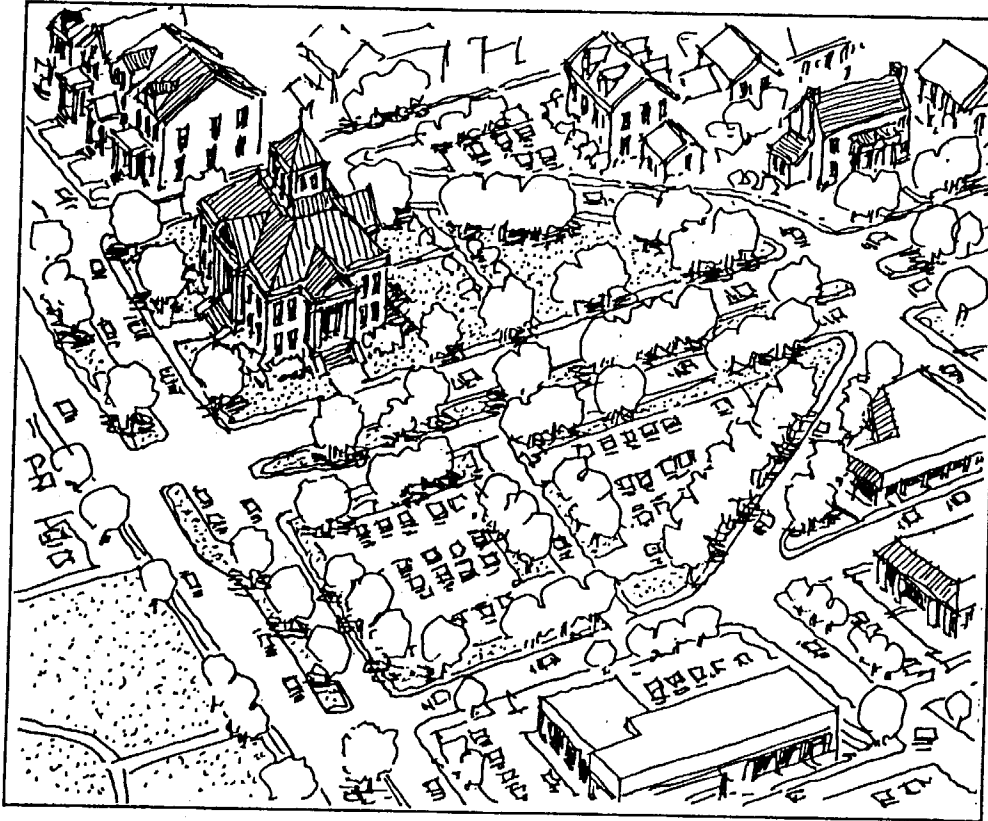


Proposed

The south side of Ocean View Avenue opposite the proposed new beach can then become a special district. The perspective sketch illustrates hotel or residential buildings, with ground floor restaurants and retail that open to a raised terrace. The block is broken with a north/south street in order to provide better connections between Portview Avenue and the waterfront.

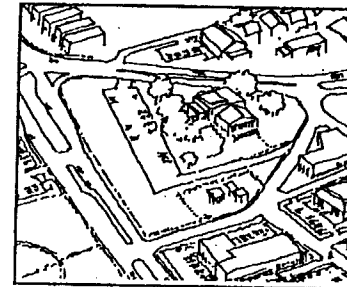
DOWNTOWN OCEAN VIEW

Granby Street Intersection



Proposed aerial view

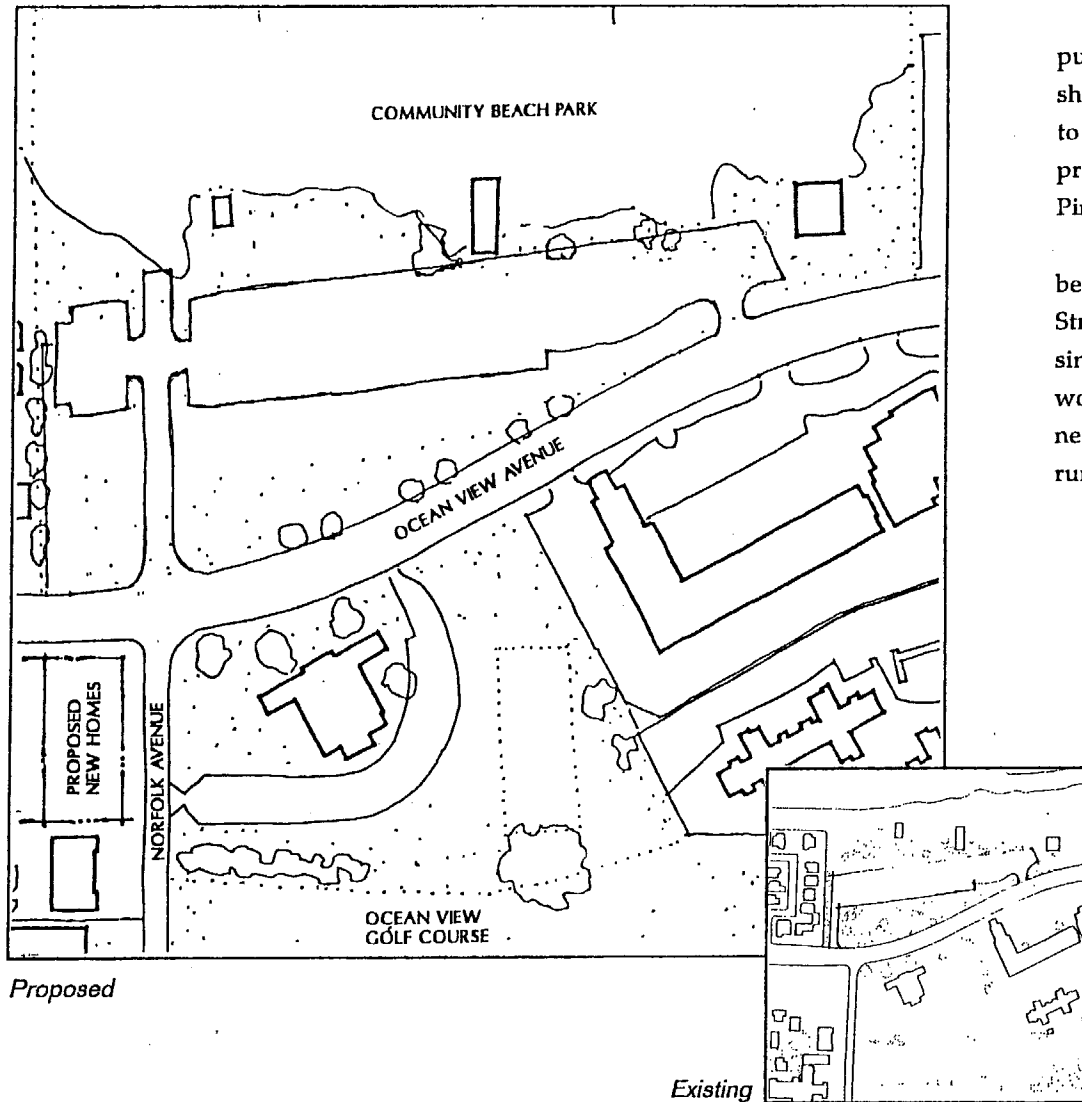
The aerial view illustrates the impact of this proposal on the end of Granby Street. The vista as one approaches Ocean View Avenue will open to the right towards the park, providing a dramatic view of the Bay. The juxtaposition of the library, shopping center and Park will create a *gateway* into Downtown Ocean View.



Existing aerial view

DOWNTOWN OCEAN VIEW

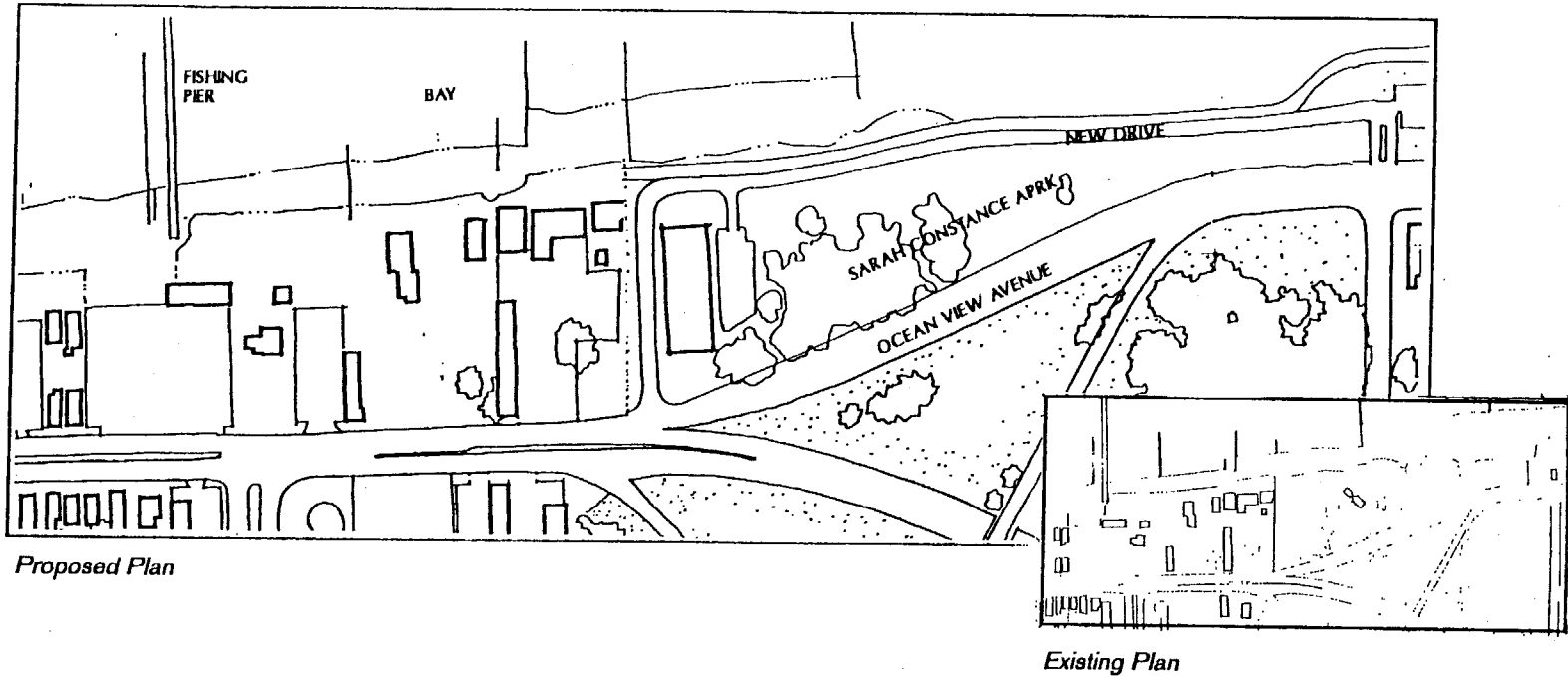
Pinewell and Community Beach Park



Community Beach Park will remain a public open space. The entrance drive should be aligned with Norfolk Avenue to create a safer intersection and to provide a better connection between the Pinewell neighborhood and the beach.

The south side of Ocean View Avenue between Norfolk Avenue and Granby Street should be considered for large single-family houses. This initiative would reinforce the image of the Pinewell neighborhood as a residential district that runs all the way to the Bay.

DOWNTOWN OCEAN VIEW



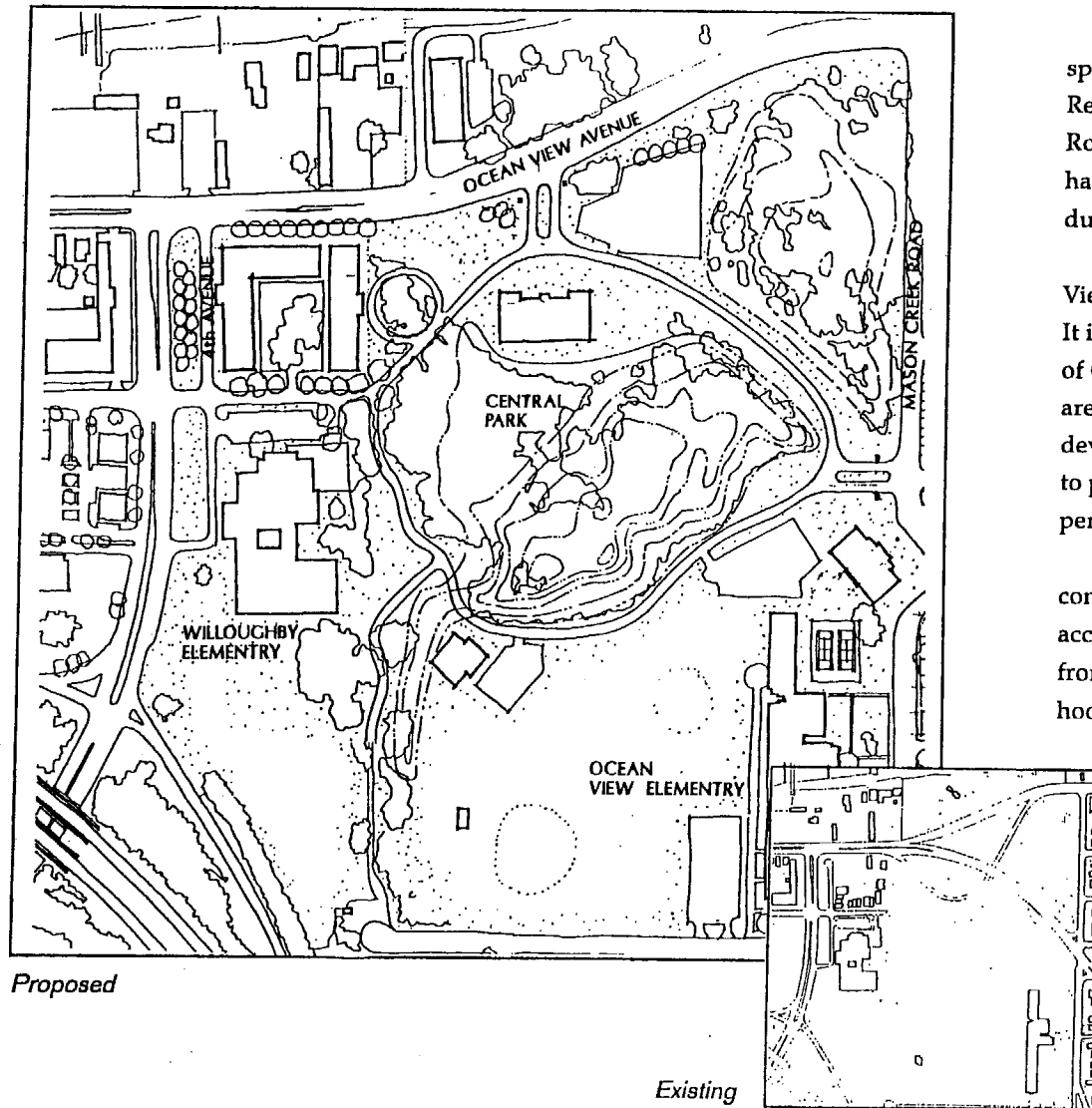
Sarah Constant Park

Sarah Constant Park has a beautiful group of Live Oak trees and good access to the beach. It is also isolated from the rest of Ocean View by the configuration of roads and the current land use patterns.

The plan illustrates a possible drive connecting a new entrance at the end of Mason Creek Road to the present West Park entrance. The purpose of this drive would be to provide better public access, visibility and security for the waterfront area. Further exploration is required before this initiative can be firmly recommended.

DOWNTOWN OCEAN VIEW

Central Park



One of the largest areas of public open space in Ocean View is the former Federal Reserve property between Mason Creek Road and the Fourth View intersection. It has beautiful stands of Live Oak trees, dunes, and two elementary schools.

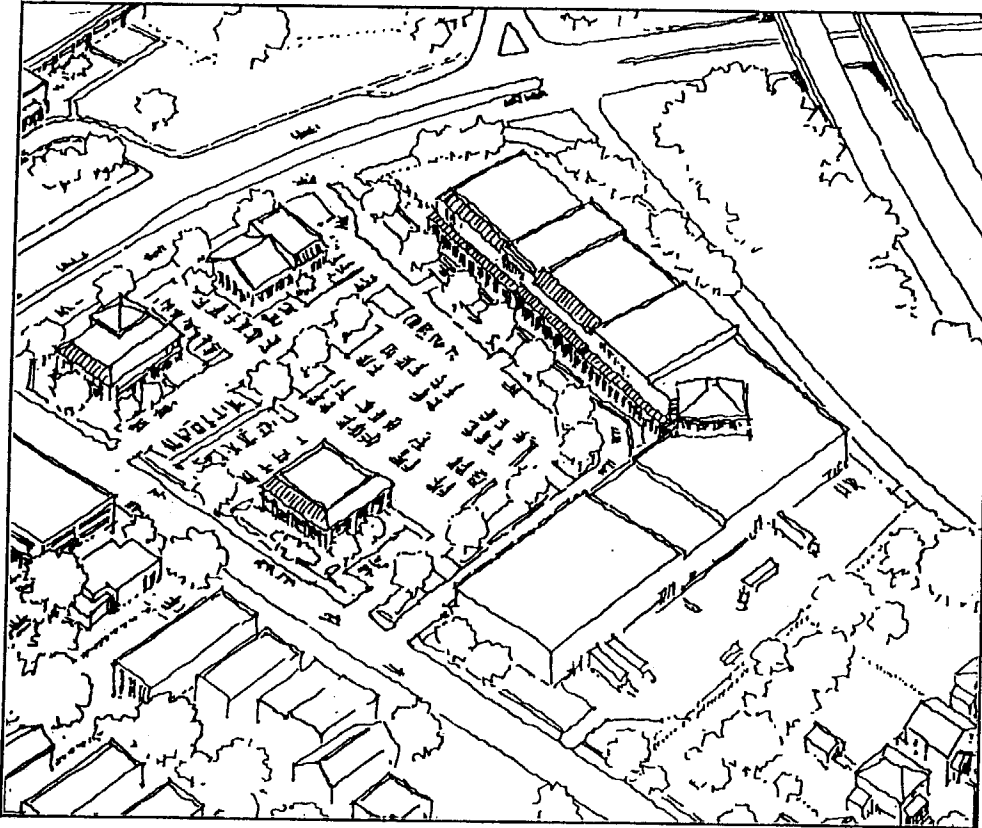
It is a remarkable resource for Ocean View, but one that is not effectively used. It is both cut off from the neighborhoods of Ocean View and cut up into awkward areas by the current pattern of roads and development. Many parts of it are fenced to protect the trees and plants. It is perceived to be an unsafe area.

To be successful, parks must be well connected to the neighborhood, easily accessible, and most importantly, visible from surrounding streets and neighborhoods.

By eliminating the underused segment of Tidewater Drive and the Ocean View Avenue overpass, it is possible to bring the various parts of the open space together to create a *Central Park* of truly epic proportions.

DOWNTOWN OCEAN VIEW

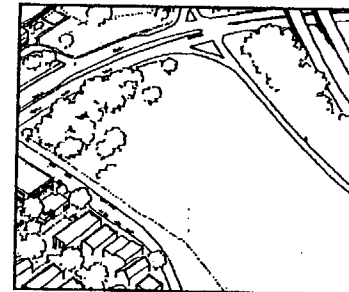
Fourth View Retail Center



Proposed Commercial Aerial View

The Fourth View intersection is an ideal site for commercial development because of its direct access from the expressway and location at one of Ocean View's gateways.

Part of the Navy Spoil Site is located on the north side of the expressway and located at one of Ocean View's gateways. The plan indicates the potential for a 50,000 square foot retail center.



Existing

